

"When you get in a tight place and everything goes against you, till it seems as though you could not hold on a minute longer, never give up then, for that is just the place and time that the tide will turn." -- Harriett Beecher Stowe

Service

If you are building a direct sales and/or network marketing business, an important skill to master is RETENTION. Retaining customers and downline members means that you can add to your base and increase your business rather than just continually replacing people who have left. And they do leave -- some times no matter what you do. BUT -- here are some ways to give yourself the edge -- by providing excellent service to your customers and downline members. Consider these thoughts:

* Think of as many ways as possible that your customers and/or downline members might find it convenient to contact you and have all of those options available to them. Have a toll free 800 number (they are MUCH cheaper than you're thinking!), FAX, web site, e-mail, mailing address, cell phone number, voice mail. Continually think of ways that you can make it easier for your customers and/or downline to contact you. Be sure to include all of your contact information on your business cards, letterhead, envelopes, listed on every company brochure you distribute, displayed on your web site, on your posters on bulletin boards -- everywhere!

* Put yourself in your customers shoes -- how would you want to be treated? Keep a mirror by your telephone to remind yourself to smile and say THANK YOU when talking to customers. Take a big red marker and write THANK YOU big and bold on every customer receipt. If you know a product your customer uses is coming on sale soon or you can still backorder a special price for her, be sure to tell her. Go above and beyond the call of duty. Make your customers feel special and appreciated. THAT is the direct sales edge over the big box retailers. It's not the price -- it's the SERVICE. Be sure to deliver customer orders promptly at your customer's convenience. Always ask for referrals and give your customer a special gift when they do refer someone to you. Create a special newsletter just for your customers with features on product usage so they get added value when they read it. Offer free gift wrapping during the holidays. In short, treat your customers like you would like to be treated.

* If you are building a network marketing downline, would you be proud to have you for an upline? Do you provide the information, support and services that you would expect to receive from an upline? Put yourself in your downline's shoes. Your team members will stay with you when they feel appreciated, well informed and feel that you are working together toward their goals. Do you know what their goals are? Find out. Keep file cards for each team

member or use software to organize notes on them. Always look for ways to serve them better in the pursuit of their goals. Make it about them.

"A word of encouragement during failure is worth more than a dictionary of praise following success"

LIVE CHAT every Thursday night from 10 p.m. - 11 p.m. EST. Go to [_www.winnerinyou.com_](http://www.winnerinyou.com) (<http://www.winnerinyou.com>) and click on LIVE CHAT.

To receive

an e-mail reminder about the chat, e-mail your request to

chatreminder@sbcglobal.net (<mailto:chatreminder@sbcglobal.net>) and be sure to include the

words CHAT REMINDER in the subject line. (THANK YOU to my good friend Cindy Harrison for maintaining this!)

As many of you know that have known me for years, I was a big fan of UPLINE magazine when it was being published. I recently received a call from John Milton Fogg of UPLINE fame -- he has started a new online magazine that sounds incredible! The part about UPLINE that I loved so much was that we could copy articles and use them in our newsletters -- and the new online magazine is allowing that, too!! (and a whole lot more!) I just got off the phone this afternoon doing an interview with John for the upcoming issue and he had his business partner e-mail me with a special coupon code for my Winner In You customers to use so that you can get 2 years for the price of 1! The first issue is online right now and is FREE to preview. Here is the letter below from John's partner with all the details. No, I do not earn anything if you subscribe -- I am spreading the word because I believe it is a valuable resource and John Milton Fogg is an incredible industry icon. Here's the letter:

Dear Lisa,

We're excited to team up with you to offer your people the most powerful business-building tool our industry has ever seen: TheNetworkMarketingMagazine.com for personal development and professional growth. Leaders have told us that in the past their business grew at least 25% through what they learned and experienced with the old Upline Magazine.

Well, TheNetworkMarketingMagazine.com is what I call Upline Magazine on steroids and we expect the same and even greater results with TheNetworkMarketingMagazine.com ! How about this for the First Issue, October 2005

- 29 articles from 25 different experts and authors.
- More than 200 pages!
- With 10 1/2 hours of audio programming.

and...

- You'll be able to Search and Save everything!
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The highest quality network marketing knowledge and resources... coming each and every month 12 times a year... for only \$4.58 an issue! All that content and all those features for \$55 per year and this is just the first issue!

and...

- You can check out and try the first issue on the home page.....it's there for everyone to experience at no cost!

Because you have chosen to share this with your people we are extending a special bonus by adding on the second year at no charge.... Two for One!

We have issued your people a special coupon code:
Winner/2years
This is what they need to do to take advantage of this offer:

1. Go to <http://TheNetworkMarketingMagazine.com>
2. Click on the SUBSCRIBING link on the upper right.
3. Read the page and click on the SUBSCRIBE link.
4. Follow the instructions and make sure to enter the word Winner/2years in the code box on the Payment Page
5. Important!!! Be sure to click ADD COUPON before proceeding or we will not know you get the extra year... and that's all there is to it!

Thank you once again, Lisa. We love supporting and partnering with you!

Aim High!

George Madiou - President
The Network Marketing Magazine, Inc

Check it out: [_http://TheNetworkMarketingMagazine.com/_](http://TheNetworkMarketingMagazine.com/)
(<http://TheNetworkMarketingMagazine.com/>)

"If you're not failing every now and again, it's a sign you're not being
very innovative in what you're doing." --- Hugh Allen

That's it for this time! Be sure to check out the new pictures of our
Princess Lydia Mae: [_www.winnerinyou.com_](http://www.winnerinyou.com) (<http://www.winnerinyou.com>) click on
PHOTO PAGES and then on LYDIA MAE for the latest.

Have a fabulously profitable week!

Mrs. Lisa M. Wilber
Avon Senior Executive Unit Leader
Owner, [_www.winnerinyou.com_](http://www.winnerinyou.com) (<http://www.winnerinyou.com/>)
1-800-258-1815
733 S Stark Hwy.
Weare, NH 03281